BOEDZF 888n0260

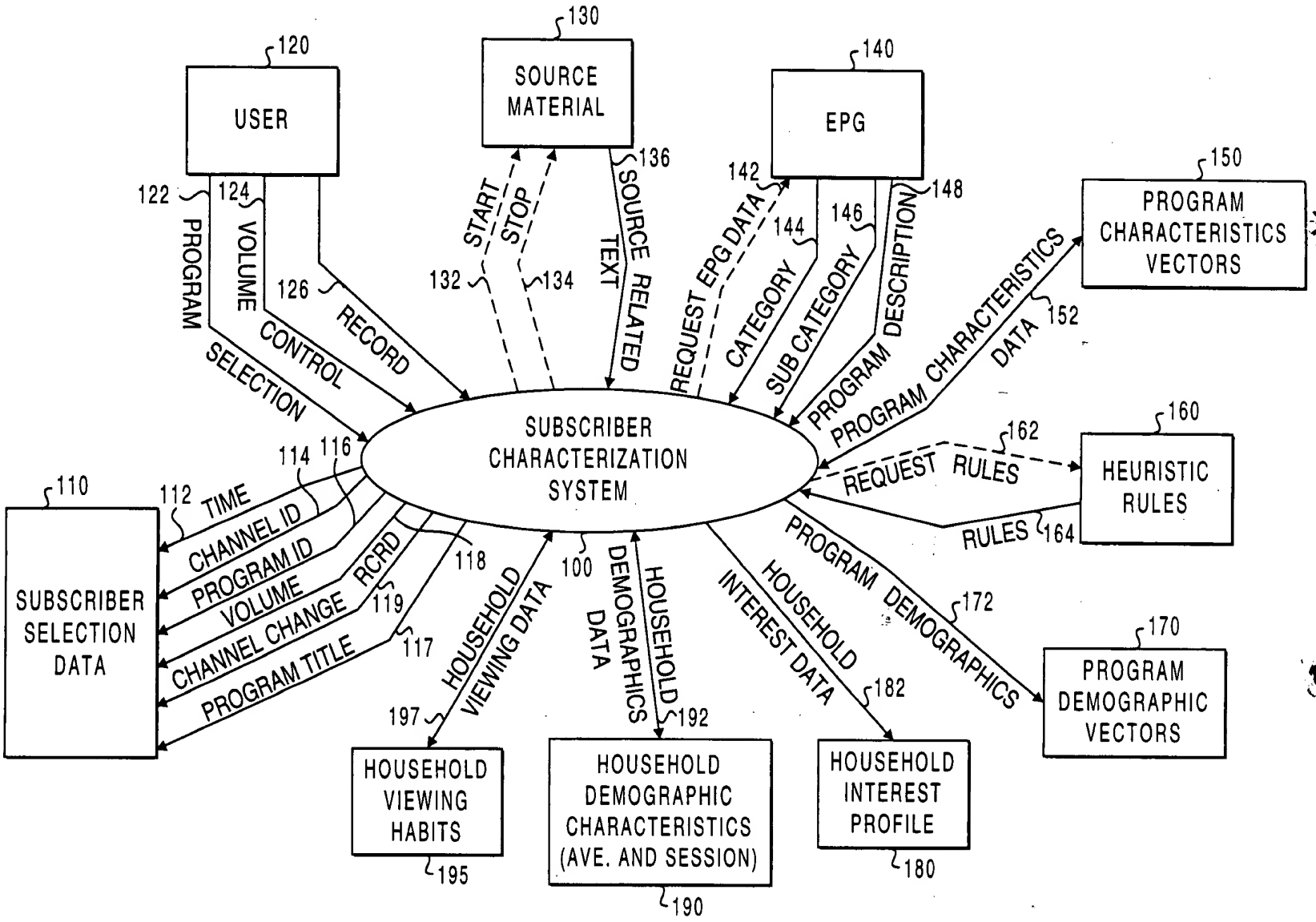


FIG. 1

B6E02F 888H0260

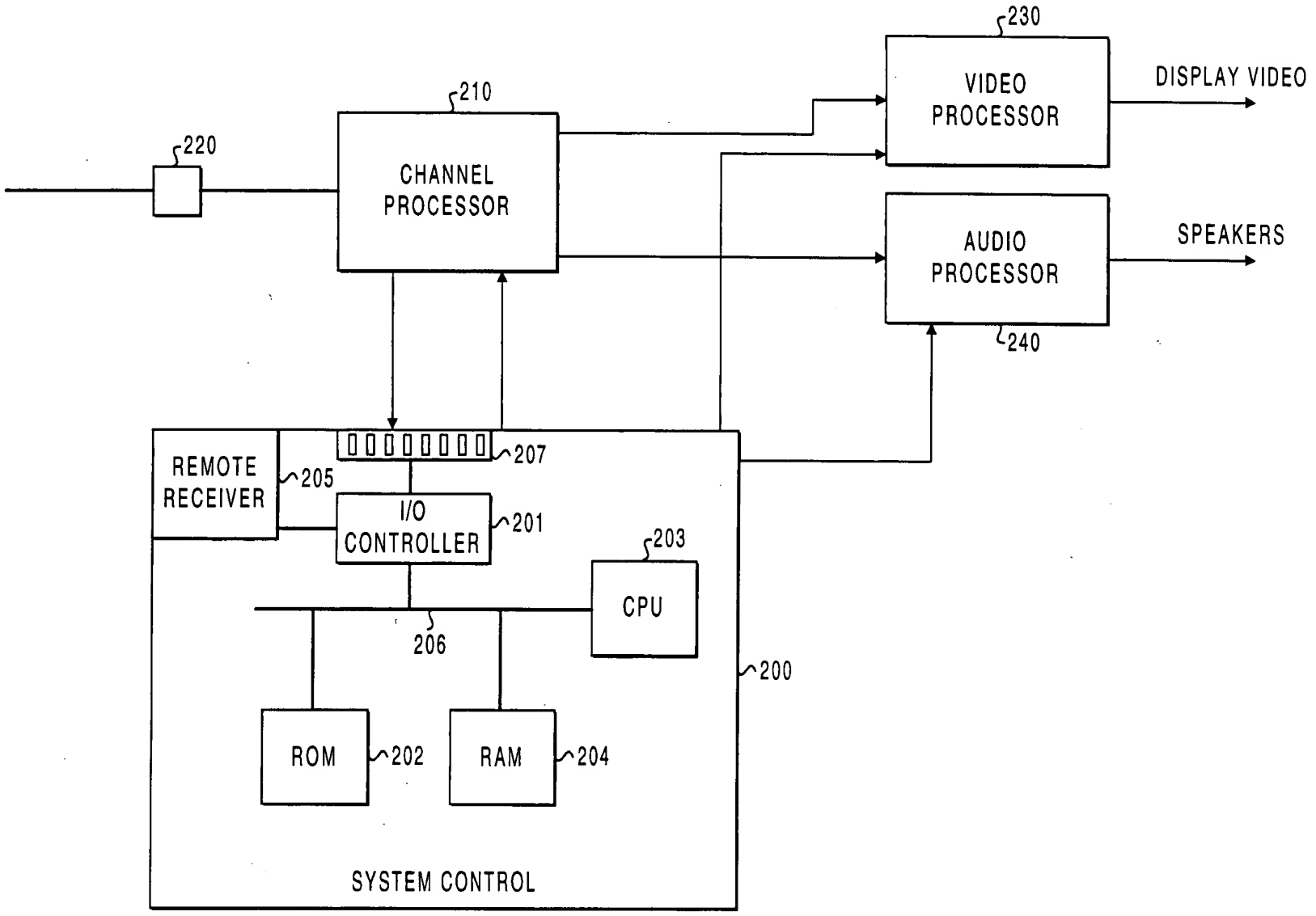


FIG. 2

0602F 0000260

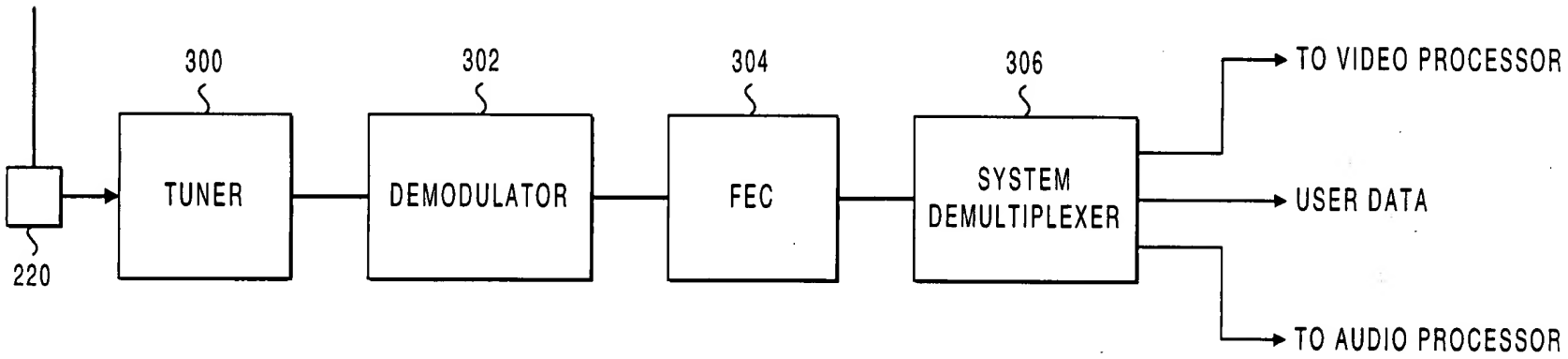


FIG. 3

86E02F-8881102660

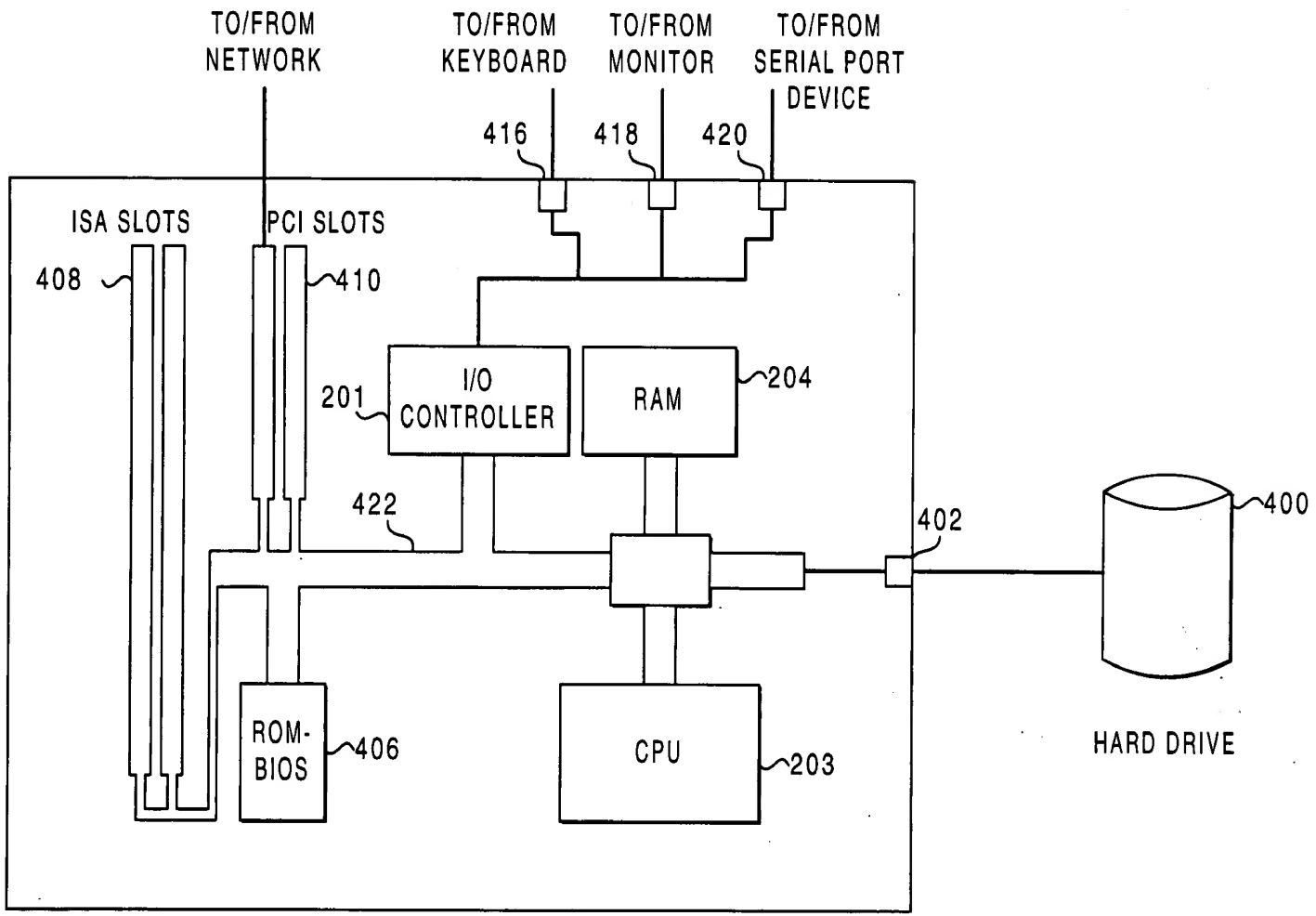


FIG. 4

BEST AVAILABLE COPY

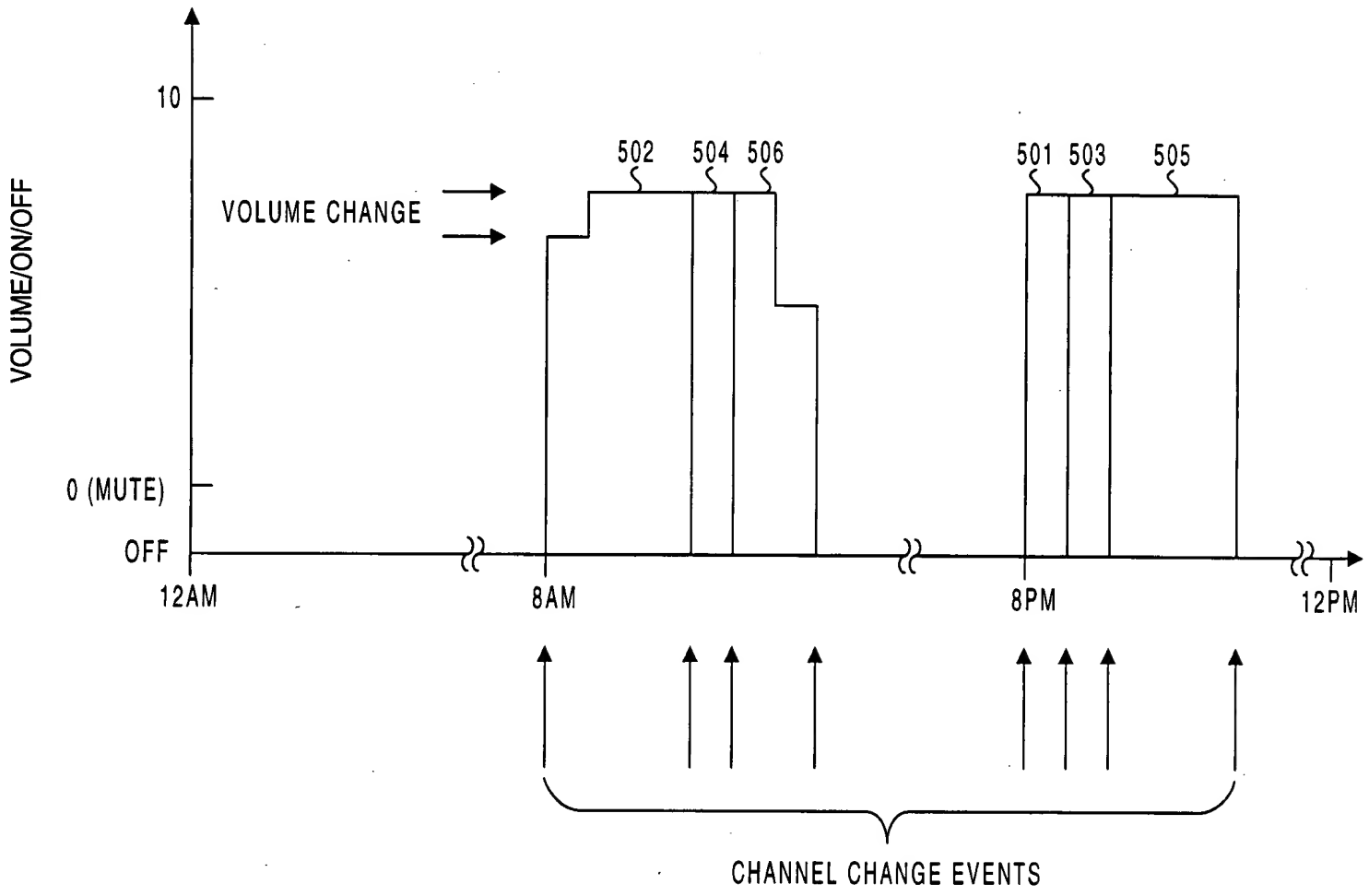


FIG. 5

B6E02F 88H0260

602 TIME	604 CHANNEL ID	603 PROGRAM TITLE	601 VOLUME
08:01:25AM	06	"MORNING TV"	5/10
08:01:45AM	13	"GOOD MORNING AMERICA"	5/10
08:03:25AM	13	"GOOD MORNING AMERICA"	6/10
⋮			
06:11:25PM	09	"SEINFELD"	5/10
06:15:23PM	09	"ADVERTISING"	5/10
06:17:25PM	09	"SEINFELD"	5/10
06:28:10PM	09	"ADVERTISING"	5/10
06:30:07PM	52	"LIVING SINGLE"	5/10
⋮			

FIG. 6

EP 0 802 680 A2

700 TIME OF DAY	702 MINUTES WATCHED	704 CHANNEL CHANGES	706 AVERAGE VOLUME
MORNING (6AM-9AM)	61	2	5/10
MID-DAY (9AM-3PM)	0	0	-
AFTERNOON (3PM-6PM)	0	0	-
NIGHT (6PM-10PM)	122	4	6/10
LATE NIGHT (12AM-6AM)	0	0	-
TOTAL	183	6	5.7/10

FIG. 7

BBE02F 8888n0260

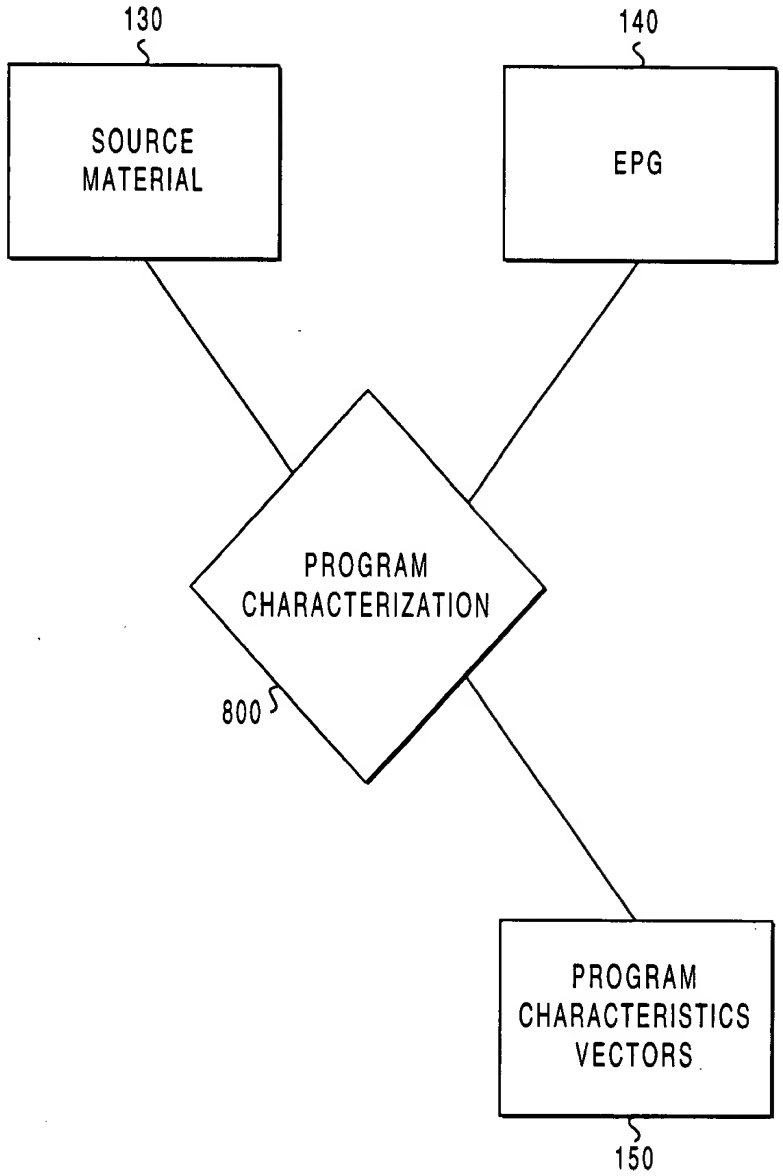


FIG. 8A

86E02F 888h0260

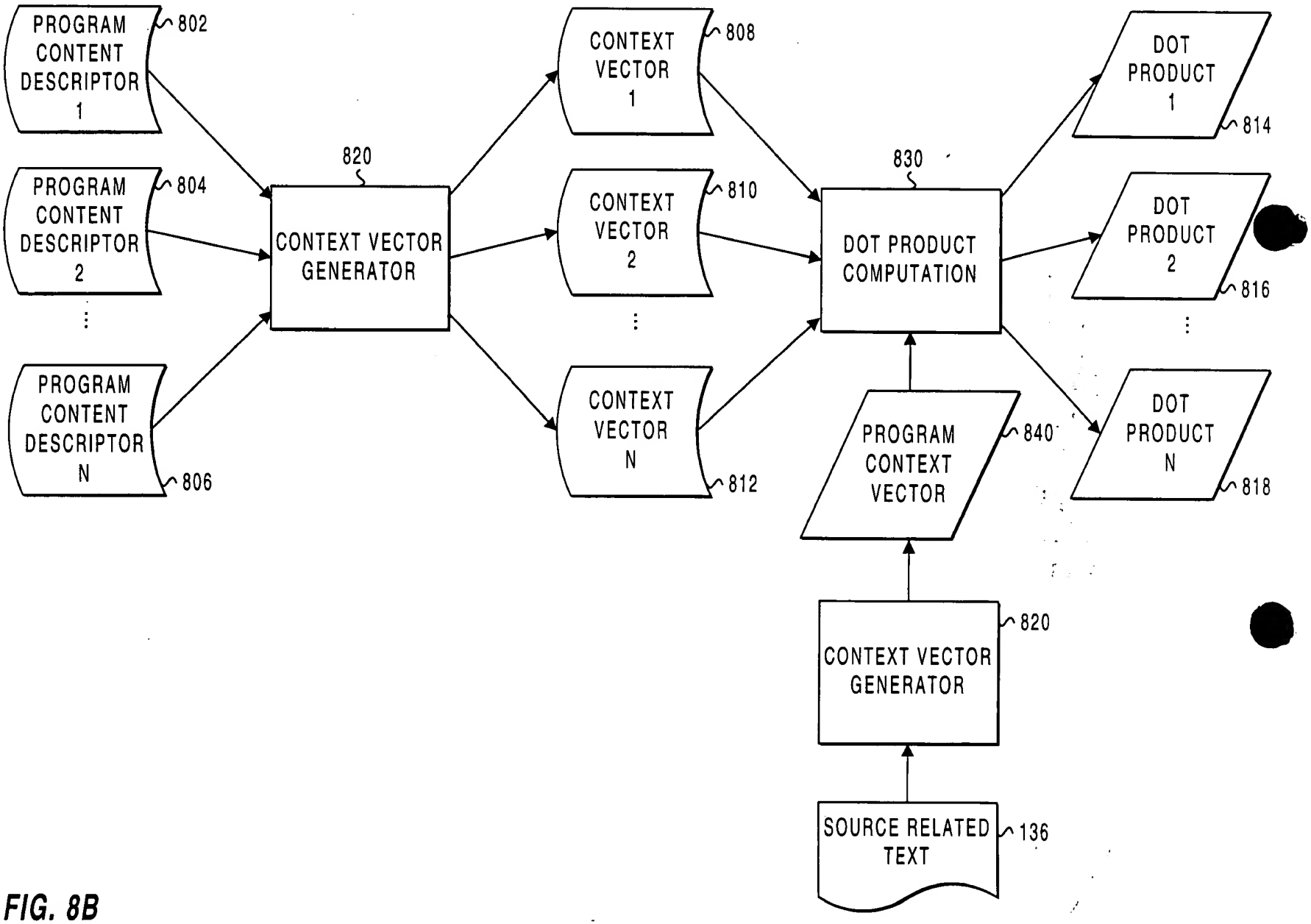


FIG. 8B

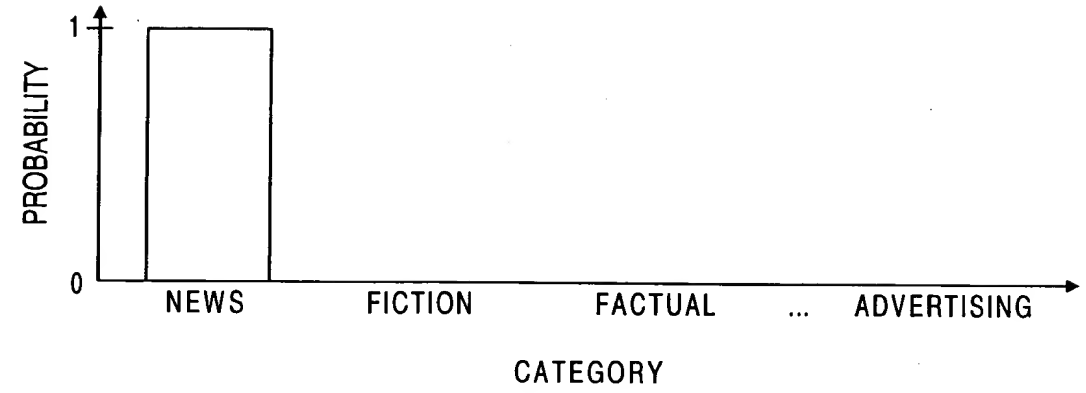


FIG. 9A

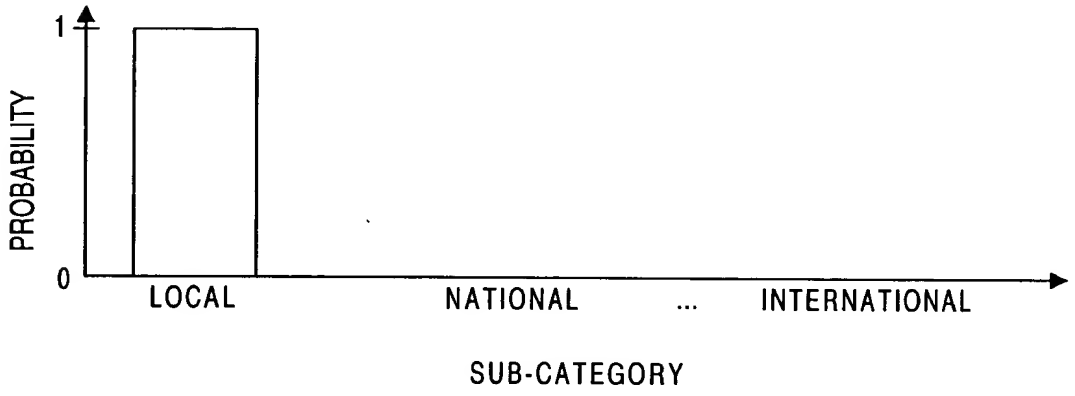


FIG. 9B

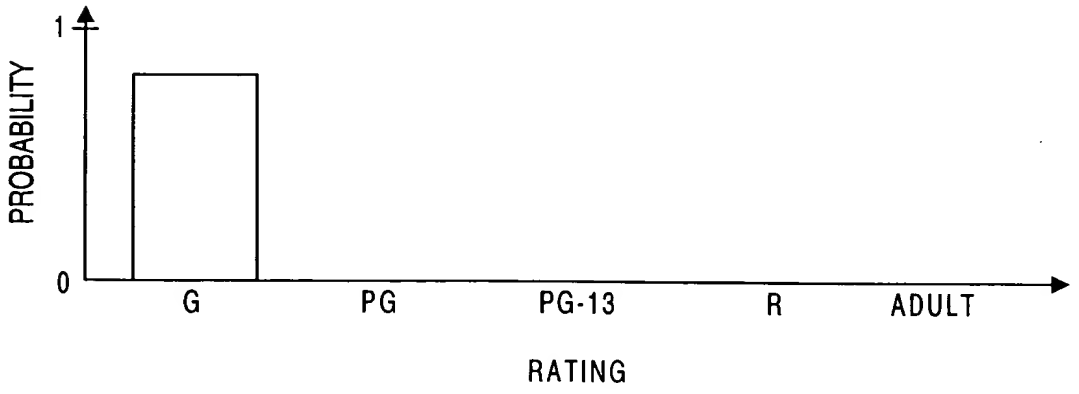


FIG. 9C

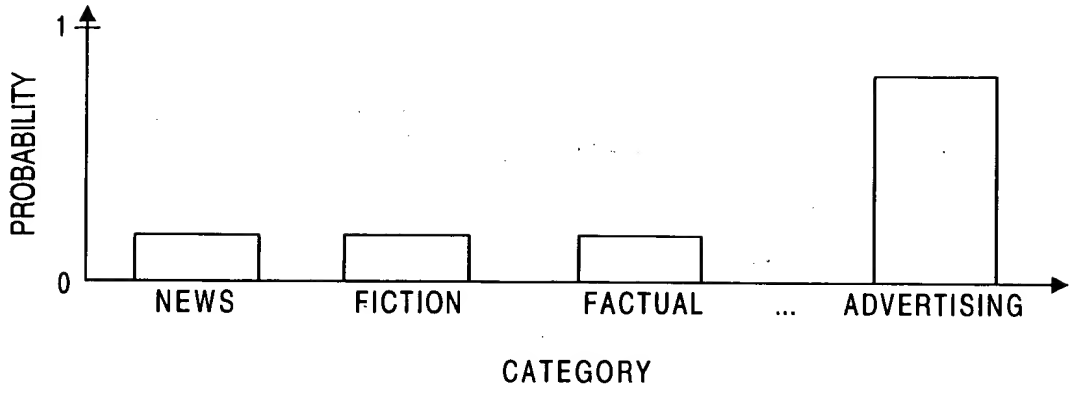


FIG. 9D

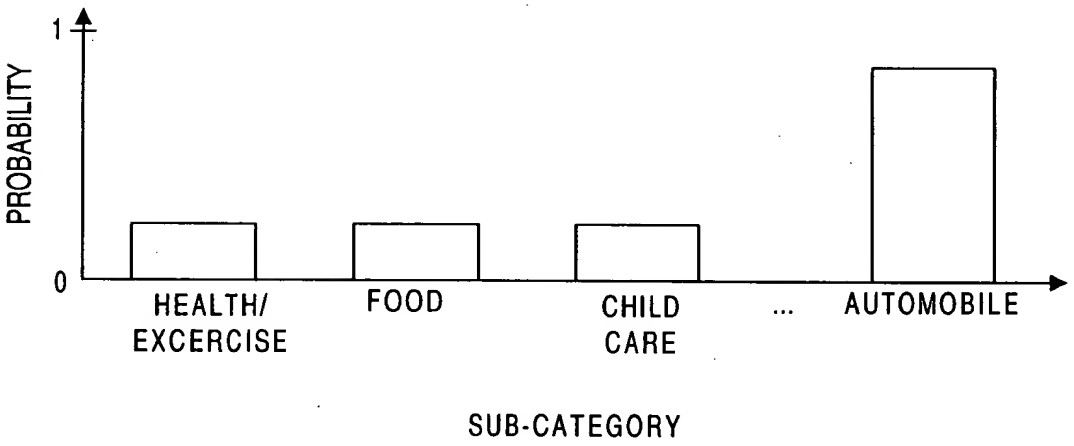


FIG. 9E

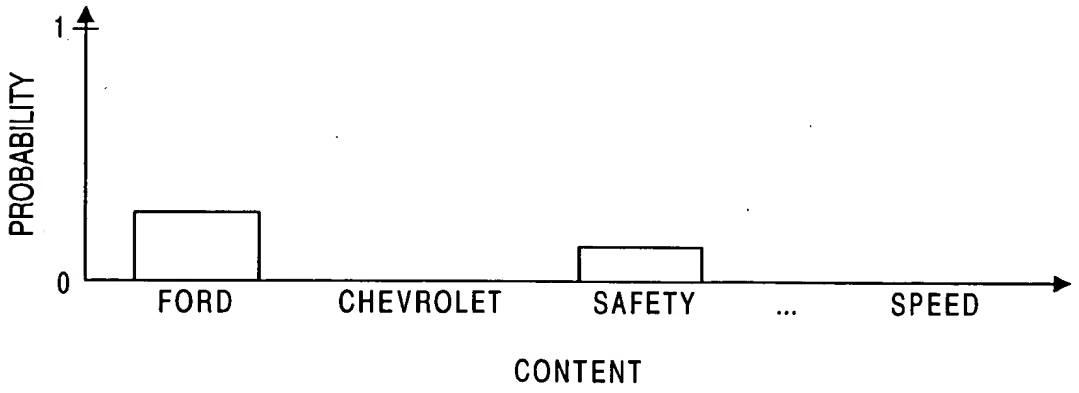


FIG. 9F

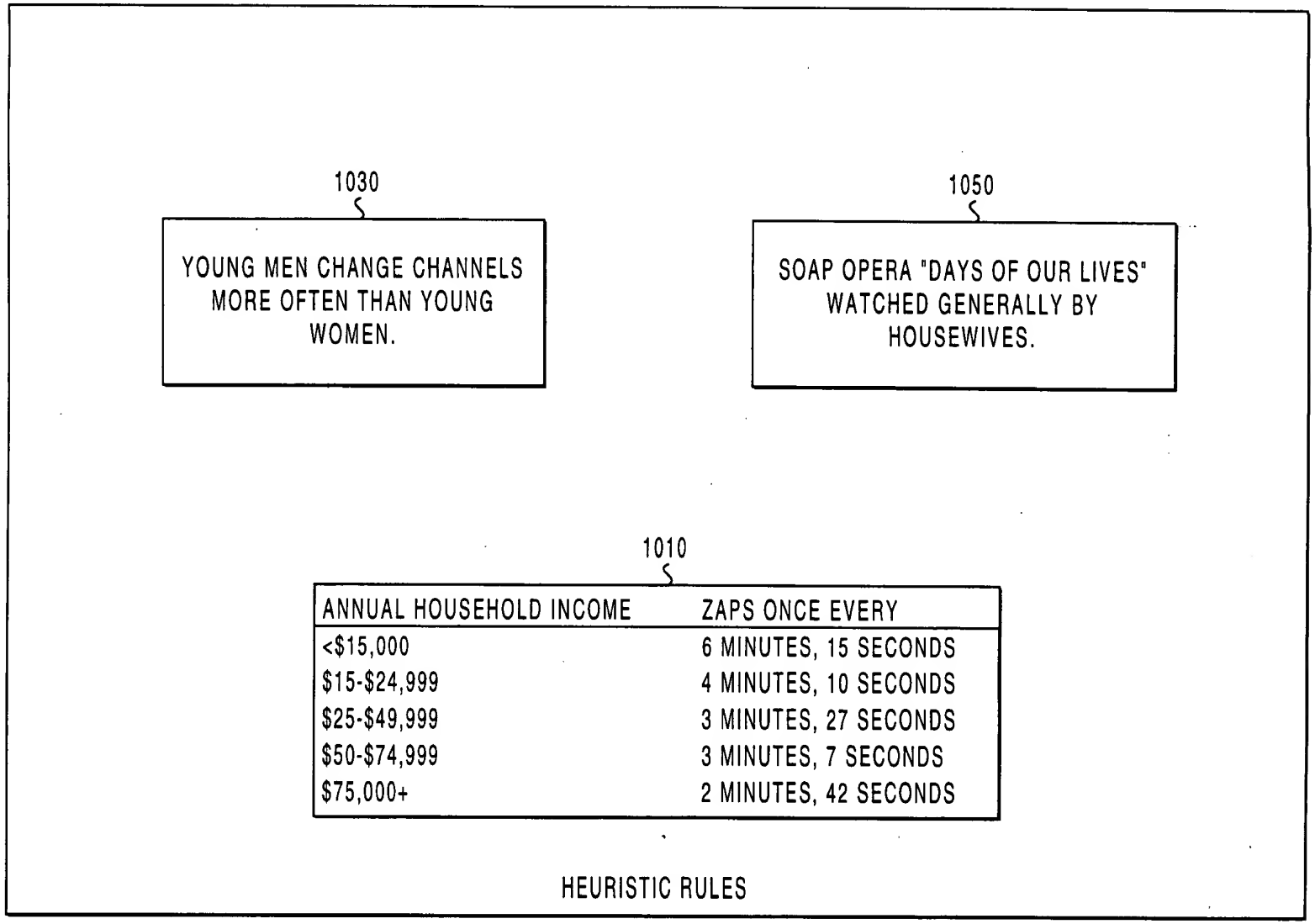

1030
YOUNG MEN CHANGE CHANNELS MORE OFTEN THAN YOUNG WOMEN.
1050
SOAP OPERA "DAYS OF OUR LIVES" WATCHED GENERALLY BY HOUSEWIVES.
1010
ANNUAL HOUSEHOLD INCOME | ZAPS ONCE EVERY
<$15,000 | 6 MINUTES, 15 SECONDS
$15-$24,999 | 4 MINUTES, 10 SECONDS
$25-$49,999 | 3 MINUTES, 27 SECONDS
$50-$74,999 | 3 MINUTES, 7 SECONDS
$75,000+ | 2 MINUTES, 42 SECONDS
HEURISTIC RULES

FIG. 10A

		DEMOGRAPHIC GROUPS										
		AGE			INCOME			SIZE			GENDER	
		0-10	10-18 ...	>70	0-20K	20-50K ...	50-100K	1	2 ...	>5	M	F
CATEGORIES	NEWS	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.1	0.3	0.7
	FICTION	0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.1	0.8	0.2
	FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.4	0.4	0.6
	⋮											
	ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.3	0.5	0.5

FIG. 10B

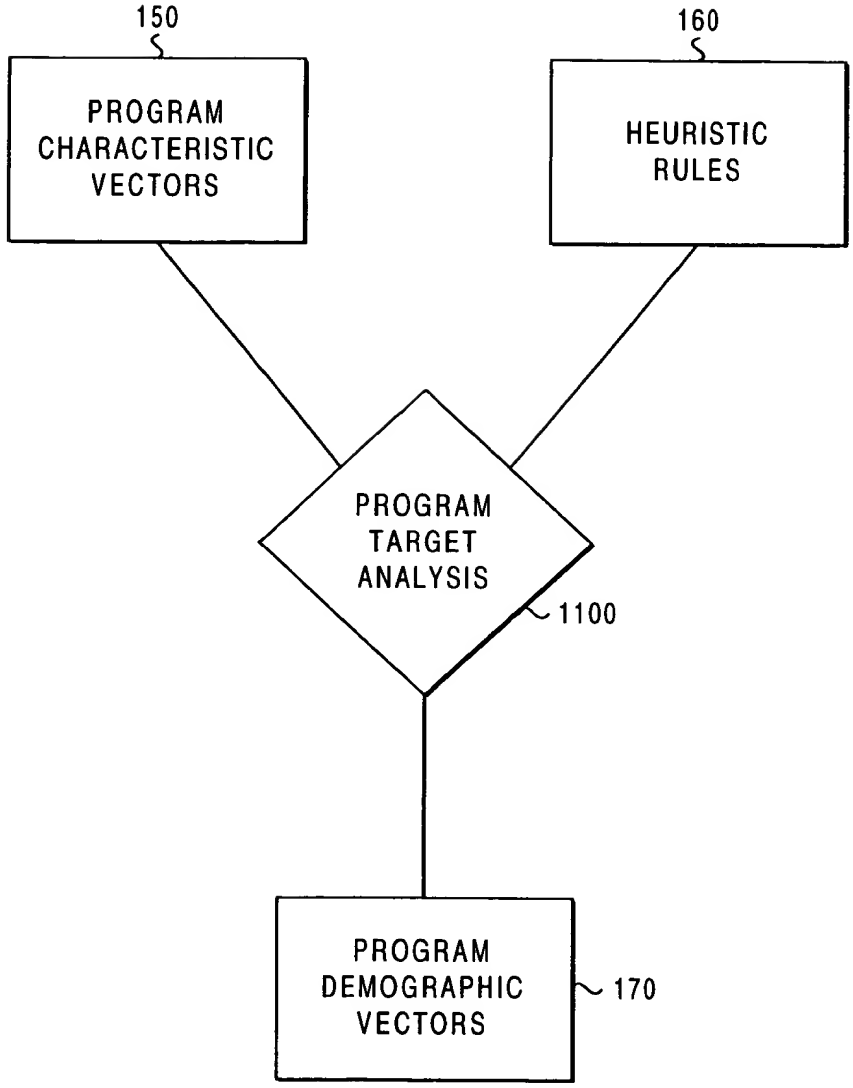

150
PROGRAM CHARACTERISTIC VECTORS
160
HEURISTIC RULES
PROGRAM TARGET ANALYSIS
1100
PROGRAM DEMOGRAPHIC VECTORS
170

FIG. 11

1.0
0.8
0.6
0.4
0.2
0.0
0-10
10-18
18-24
24-32 ...
AGE
F
M
GENDER
1
2
3-5
>5
HOUSEHOLD SIZE
0-20K
20-50K
50-100K
>100K
INCOME

FIG. 12

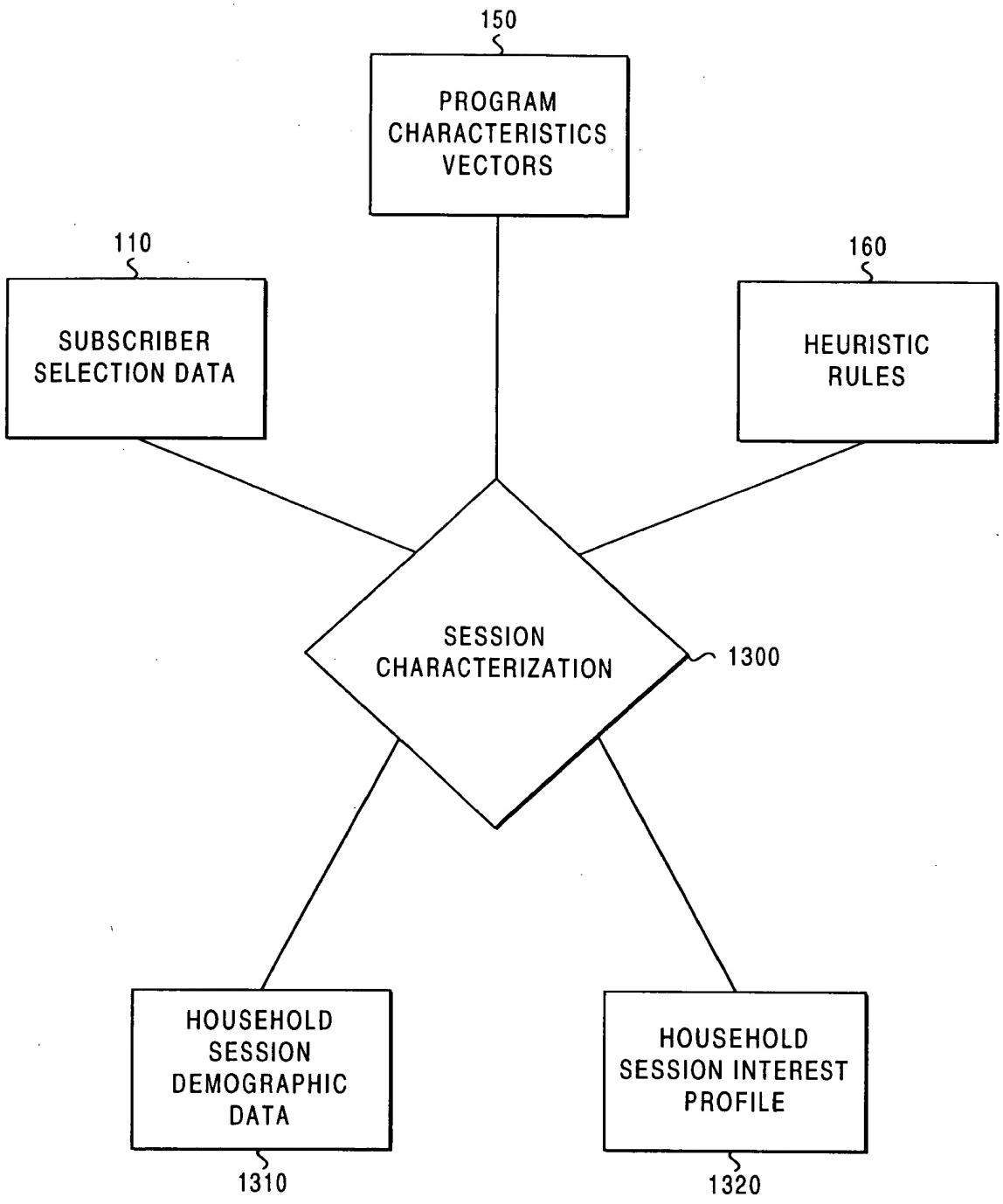

150
PROGRAM CHARACTERISTICS VECTORS
110
SUBSCRIBER SELECTION DATA
160
HEURISTIC RULES
SESSION CHARACTERIZATION
1300
HOUSEHOLD SESSION DEMOGRAPHIC DATA
1310
HOUSEHOLD SESSION INTEREST PROFILE
1320

FIG. 13

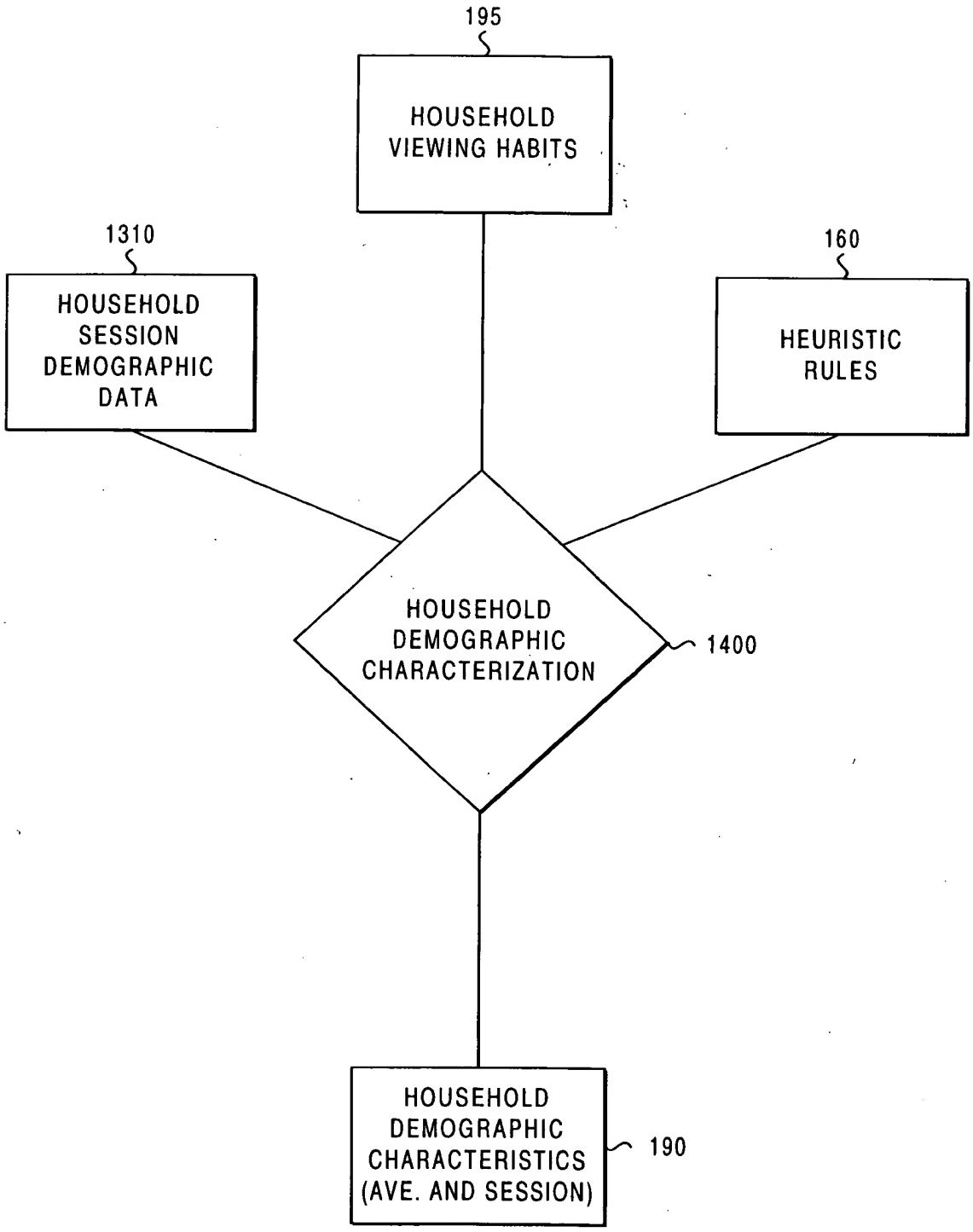

195
HOUSEHOLD VIEWING HABITS
1310
HOUSEHOLD SESSION DEMOGRAPHIC DATA
160
HEURISTIC RULES
HOUSEHOLD DEMOGRAPHIC CHARACTERIZATION
1400
HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS (AVE. AND SESSION)
190

FIG. 14

1501 HOUSEHOLD PARAMETER	1505 AVERAGE VALUE	1503 SESSION VALUE	1507 UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME ($0-$20K)	0.1	0.1	YES
INCOME ($20-$50K)	0.6	0.7	YES
INCOME ($50-$100K)	0.2	0.1	YES
INCOME (>$100K)	0.1	0.1	YES
ZIP CODE			NO
TELEPHONE NUMBER			NO

FIG. 15

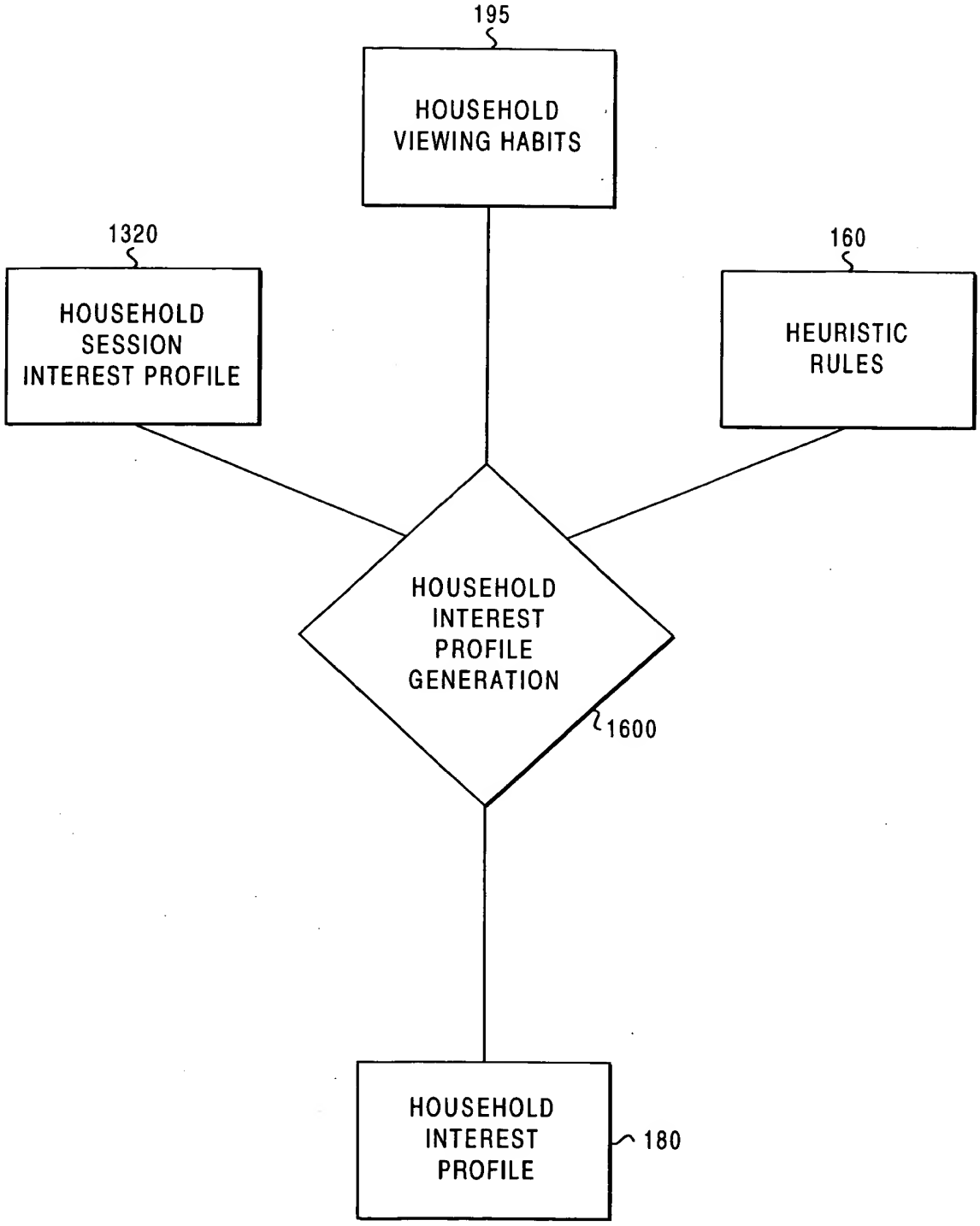
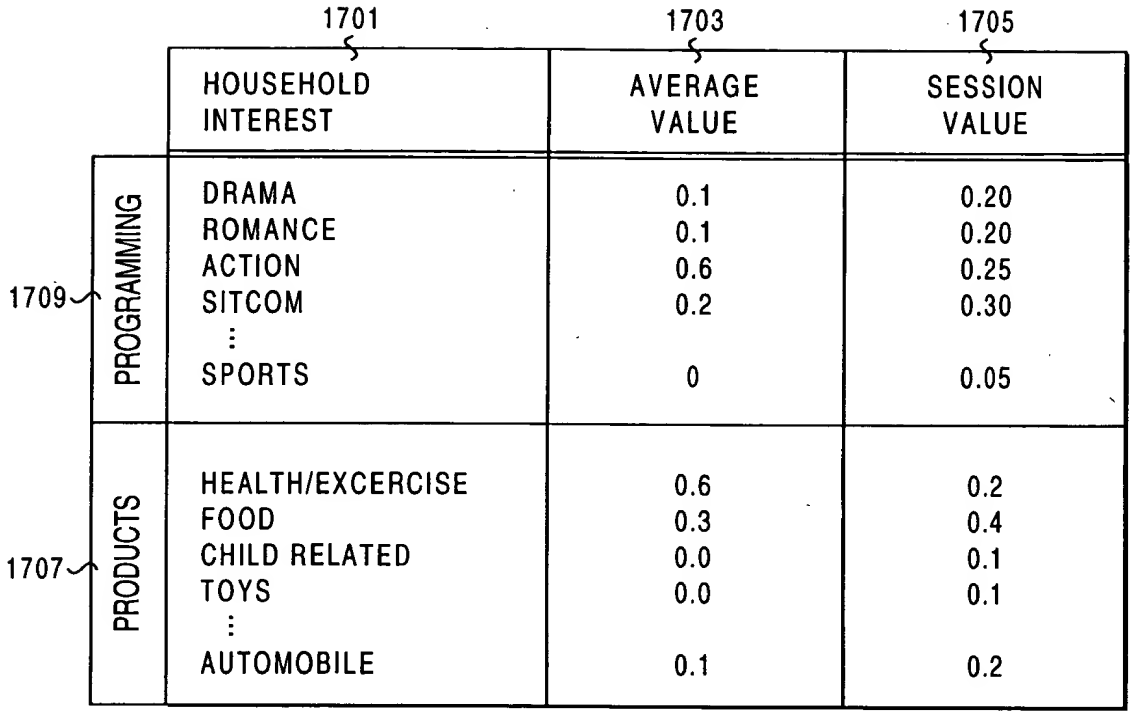

195
HOUSEHOLD VIEWING HABITS
1320
HOUSEHOLD SESSION INTEREST PROFILE
160
HEURISTIC RULES
HOUSEHOLD INTEREST PROFILE GENERATION
1600
HOUSEHOLD INTEREST PROFILE
180

FIG. 16



	HOUSEHOLD INTEREST (1701)	AVERAGE VALUE (1703)	SESSION VALUE (1705)
PROGRAMMING (1709)	DRAMA	0.1	0.20
	ROMANCE	0.1	0.20
	ACTION	0.6	0.25
	SITCOM	0.2	0.30
	⋮		
	SPORTS	0	0.05
PRODUCTS (1707)	HEALTH/EXCERCISE	0.6	0.2
	FOOD	0.3	0.4
	CHILD RELATED	0.0	0.1
	TOYS	0.0	0.1
	⋮		
	AUTOMOBILE	0.1	0.2

FIG. 17